

What is claimed is:

1. A method for a professional to attract clients by marketing to those who have no prior professional relationship with said professional, comprising the steps of:
  - (a) providing at no charge to a public user, the use of an expert system;
  - (b) said expert system providing a Professional End Product in response to said user's input;
  - (c) providing means for facilitating said user's communication with said professional;
  - (d) inviting said user to communicate with said professional to discuss the provision of professional services for a fee.
2. The method of claim 1, wherein said professional, in the course of performing professional services for a fee for said user, uses said user input.
3. The method of claims 1 or 2, further comprising the step of organizing an association of members, one of whose members is said professional.
4. The method of claim 3, further comprising the step of said association maintaining said expert system.
5. The method of claim 3, wherein said association retains an organizer and further comprising the step of said organizer maintaining said expert system.
6. The method of claim 3, wherein all members of said association are professionals of the same profession.
7. The method of claim 6, wherein said one same profession is regulated by geographical factors, and said expert system is adapted to be sensitive to local variations necessary for said user input to be relevant in a location specified by said user.

8. The method of claim 3, wherein membership in said association requires a commitment to a predefined standard for the provision of professional services.
9. The method of claim 8, wherein said predefined standard is ISO9002.
10. The method of claim 8, wherein said predefined standard is the provision of professional services whose cost and quality reflects the utility of said user input.
11. The method of claim 3, wherein each said association member contributes money or services said association as a condition of membership in said association.
12. The method of claim 3, wherein said step of providing use of an expert system, is implemented by a website and associated software.
13. The method of claim 3, wherein said step of providing means for facilitating said user's communication with said professional, is implemented by the presentation of the identities of said association professionals and their contact coordinates.
14. The method of claim 13, wherein said presentation of professionals is prioritized depending on said specified location and on the said user's interest.
15. The method of claim 15, wherein said implemented presentation include electronic links to said association members.
16. The method of claim 3, wherein said one professional is a legal professional.
17. The method of claim 3, wherein one said association member is a professional of one profession and another said association member is a professional of another profession.

18. The method of claim 3, wherein one said association member is a professional and one said association member is not a professional.

19. The method of claim 3, wherein said user's input is kept confidential under said user's exclusive control.